Italian code: SECS-P/08	**Credits: 9**
Course: Management and Gamification	
Main language of instruction: Italian	
Other language of instruction: English	

Head instructor

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Objectives

The course of Management and Gamification analyzes how a firm is managed and the role of gamification in business strategies. Inside the modules will be analyze the many different functions of an enterprise and Its relationship with the environment. A famous definition of Gamification is: "the use of game design elements in non-game contexts". This course shows how managers and entrepreneurs use this methodology and different tools to reach various goals.

Syllabus

Module 1 - Firms and Environment

Module 2 - Governance and Management

Module 3 - The Value Chain

Module 4 - What is Gamification?

Module 5 - Marketing Mix and Business Life Cycle

Module 6 - The use of Gamification inside the Organization

Module 7 - The use of Gamification outside the Organization

Evaluation system and criteria

This is an oral exam. This includes three questions about the course.

International	Italy
A	30
B	28
C	26
D	23
E	18
F	insufficiente

Bibliography and resources

- *Materials to consult*

Notes written by the professor are available in Italian (slides and handouts)

- *Recommended bibliography*

Suggested readings are:

Chou, Y.K.,: "Actionable Gamification: Beyond Points, Badges and Leaderboards, Createspace", Packt Publishing Ltd, 2015.

Amy Jo Kim: "Game Thinking: Innovate smarter & drive deep engagement with design techniques from hit games", Gamethinking.io, 2018

Werbach K. and Hunter D.: "For the Win: How Game Thinking Can Revolutionize Your Business", Wharton School Press, 2012.

Kind regards

Andrea Paesano, Ph.D.